![iMedica EHR+PM logo]

# iMedica In Action

### Case Study

➕ How iMedica is enabling doctors to solve their particular issues and achieve greater success, one practice at a time.

## Beittel-Becker Pediatric Associates, LLC

Beittel-Becker Pediatric Associates in Lancaster, PA, includes three physicians and two certified physician assistants (PA-Cs) who provide care for children and adolescents. The practice started using iMedica Patient Relationship Manager (PRM) in 2007; since then, Beittel-Becker has seen numerous improvements in efficiency, financial performance, and quality of care. These are just a few of the benefits the practice has seen in its first year of using iMedica PRM:

- *More thorough, accurate clinical documentation*

- *Better communication, both internal and with patients, because of iMedica's single-database design*

- *Fewer errors and time-consuming questions involved in transcribing notes*

- *More accurate coding and better documentation for high-complexity codes, resulting in higher reimbursements*

When Beittel-Becker Pediatric Associates realized how quickly it was outgrowing its new practice management software, the clinic decided that the time had come to look for a comprehensive solution that would keep pace with the practice as it expanded.

Dr. Greta Laube and practice administrator Chad Martin studied new developments in healthcare information technology. One of their early decisions was to seek a single-database solution for both electronic health records (EHR) and practice management (PM) functions, instead of an "integrated" system that tried to merge two disparate packages through an interface.

The second critical factor in their choice was customizability. Beittel-Becker includes three physicians and two physician assistants, and each of those five providers has a different set of clinical documentation preferences. The practice is wanted avoid extensive custom programming. Instead, Dr. Laube and Mr. Martin looked for a system flexible enough for users to customize it for themselves.

Finally, of course, Beittel-Becker kept in mind its original goal of scalability: the ability of a system to accommodate growth easily, at minimal cost.

Mr. Martin started the search with a broad field of 16 vendors, which quickly narrowed. They had already selected two finalists, WebMD and Mysis, when Dr. Laube encountered iMedica Patient Relationship Manager (PRM) at a medical technology conference.

iMedica PRM provided exactly the combination of flexibility, scalability, and, single-application design that Beittel-Becker had been seeking. They selected the iMedica system and installed it in July 2007.

## Better Documentation, Better Care, Better Billing

Wanting to get the most out of their system, Mr. Martin worked with the iMedica project manager and trainers to plan the implementation carefully. iMedica performed a detailed workflow analysis before customizing iMedica PRM for Beittel-Becker.

The practice chose to reduce its patient load temporarily during the learning period, but quickly returned to seeing the same average number of patients each day. Today, Beittel-Becker maintains a comparable patient load, but the doctors spend less time on documentation and go home earlier. On the busiest days, doctors can take their wireless tablet PCs home and complete or review patient notes from there.

Dr. Laube and her partners, Dr. Hilary Becker and Dr. Donna Brosbe, also have the flexibility to record patient notes in iMedica PRM while they're making hospital rounds. When they return to the office, iMedica's unique replication technology automatically syncs those patient records with the server.

The providers using iMedica PRM follow their own preferences for documentation method: handwriting recognition, point-and-click with the stylus, typing, or a combination. The iMedica system learns their most common diagnoses, orders, prescriptions, and other habits without expensive custom programming.

As primary-care pediatricians, the physicians at Beittel-Becker see a wide range of complaints, and frequently multiple complaints. iMedica allows them to navigate anywhere in the system with a single click, makes it easy to add numerous complaints, and lets providers add items to any menu in just seconds. Then iMedica's Intelligent Navigation technology speeds documentation by providing content-sensitive choices: for example, if Dr. Laube diagnoses a patient with acute otitis media, iMedica PRM's medication list will begin with drugs she has used to treat ear infections in the past.

## The Financial Advantage of iMedica PRM

Better documentation and support for selecting appropriate billing codes has helped Beittel-Becker code its visits more accurately, instead of being overly conservative. Without spending any additional time documenting care, the providers increased their billing of level-three and level-four visits by as much as 14% in one year.

"For our small practice of about 14,500 encounters per year, that alone increases revenues by about $25,000 per year," says Mr. Martin, the practice administrator.

By improving billing accuracy and documentation support, iMedica PRM has reduced the number of denials and the amount of time that Beittel-Becker's administrative staff spends re-filing claims or appealing rejected claims. Its excellent support for electronic claims has eliminated the frustration this practice felt with its previous clearinghouse. The staff is able to see and correct errors before they are sent, instead of having claims sent back.

"Working denials and rejections through a real-time portal saves the practice time and money," Mr. Martin explains. "Since starting the real-time portal, I have not had a claim lost or denied for untimely filing. Before, with other clearinghouses, I was frequently resubmitting claims that got lost in the electronic abyss."

## The iMedica Support Advantage

Smaller practices like Beittel-Becker don't have a computer specialist in-house to fix technical issues, which makes iMedica's responsive support especially important. There is a "hot button" right on the iMedica main screen that connects any user directly to live online support. In addition, the practice has a direct-dial number to its own support technician, "who is always quick to respond and very friendly," says Mr. Martin. "It's been great to have the level of support the iMedica team gives."

Even custom programming—on the rare occasions it's requested—is provided quickly. Mr. Martin asked for a batch processing operation to assist with statements, and that was created and installed in less than two weeks. He says, "I was very impressed with iMedica's responsiveness, given our size."

Since installing iMedica PRM in 2007, Beittel-Becker has seen measurable benefits in documentation, communication, billing, and reimbursements. Its single-database design has provided the functionality this practice had hoped for: better communication between clinical and office staff, fewer billing errors, and lower administrative costs. Now, their only wish is that they had installed iMedica PRM earlier.

> "For our small practice of about 14,500 encounters per year, [more accurate billing] alone increases revenues by about $25,000 per year."
>
> — Chad Martin
> Practice Administrator
> Beittel-Becker Pediatric Associates

**Contact iMedica today!**

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